

## Grade 7 BLM 5-1: 'Click' Make Poverty History

Public Service Announcements are made to bring awareness to a cause or issue and not made for profit. The Make Poverty History Campaign produced two very similar Public Service Announcements entitled "Click". View each of these videos.

Weblink: <http://www.youtube.com/watch?v=KCeJNNipg9o>

Weblink: <http://www.youtube.com/watch?v=Ek2-F6fHHik&feature=related>

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### Transcript:

**Spoken:** A child dies completely unnecessarily, as a result of extreme poverty every 3 seconds. There we go. That's another one...somebody's daughter, somebody's son. And the thing is, all these deaths are avoidable.

**Text:** makepovertyhistory.ca  
You can change the world  
be a part of it at makepovertyhistory.ca

After viewing these videos answer the following questions:

How do these videos differ?

Why do you think two very similar videos were made for the same campaign? Explain your thinking.

Do you think it was a wise investment to produce two different videos? Explain your thinking.

Imagine that you and your partner are hired to produce this year's updated 'Click Make Poverty History' Public Service Announcement".

Who would you cast for you video?

Complete the chart below by identifying who would be your target audience and why.

Target Audience	Why we have selected this Target Audience

Select any 5 people you would cast in your video and provide an explanation as to why you chose this person for your PSA. NOTE: You must provide a different reason for each person selected.

Cast	Why we chose this person for our PSA

In your new "Click" video, will you and your partner decide to keep the existing transcript? Why?/Why not? If you decide to change the transcript, what would be the new spoken word in your video?

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